

*APPENDIX
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*LIBRARY
MARKETING
PLAN
CHECKLIST*

LIBRARY MARKETING PLAN

A Checklist

Marketing – A Definition

Marketing is the strategic plan that promotes services offered by a library to specific audiences with specific results intended. Marketing may incorporate public relations and will involve a variety of communication tools to promote a service or services.

Components of a marketing plan

- Before beginning any marketing effort it is important to ask yourself, “Is this service something people want?” Knowing what your customers want is essential to effective marketing.

Other questions to ask yourself before starting a marketing program:

- What are you promoting?
- Why are you promoting it?
- Who is your target audience for this message or service?
- Who is responsible for promoting this message or service?
- What methods or tools best fit the needs, audience, message and budget to get this message or service to your target audience?

Marketing is an ongoing, consistent process and part of an organization’s daily activities. It is not a once a month, once a year job. It is done every day, every hour with every employee. In each message you send, you want to encourage the use of the service, encourage increased support of the service and its providing organization, and increase the understanding of the organization and its role in the community.

*APPENDIX
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*LIBRARY
IMAGE
AUDIT
CHECKLIST*

